



I Now Know Books

201B West Butler Road #1106; Mauldin, SC 29662 • 864.962.6864 www.baby-savings.com

FOR IMMEDIATE RELEASE

“I Wish I Had Known That!” is featured in local newspaper

Expecting a new addition? Innovative, new parenting book teaches strategies for saving money and time plus details ways to select a daycare, maximize FMLA benefits and more!

Greenville, SC, May 19, 2004 – New parents can easily spend over \$5,000 preparing for the arrival of their newborn. Factor in delivery costs and post-birth expenses such as daycare, daily infant care and preventive medical care and this amount can quickly exceed \$10,000! “*I Wish I Had Known That!*” *World’s Greatest Money & Time Saving Baby Secrets Revealed!*” is a revolutionary book that helps parents save hundreds of dollars on their baby’s needs.

To help new parents in our community get a jump on their savings, *Tribune Times*, printed a full page feature story on the front page of its People section in its May 19th, 2004 edition.

The article titled, *Mother-to-Mother*, highlights the author, Nicole Painter’s journey of creating and publishing the book. Painter’s journey towards creating the book began after e-mailing several tips to expectant co-workers and friends. “Many of them suggested that I should write all these tips down. So, I started. I figured it would end up being a small booklet of 40 or 50 pages, but before I knew it, it had grown into a book of more than 300 pages and twelve chapters!” said Painter.

The book includes over 300 tips and strategies that help parents-to-be and new parents learn vital parenting skills including saving money on many of the items their baby will need, choosing top quality daycare, working through the intricacies of the Family Medical Leave Act and more. It provides the answers to many of the questions new parents have that other baby books do not address.

Also included are eight baby reports including a registry checklist, immunization reminder charts, daily activity and feeding logs, a toy safety checklist and more designed to help new parents. No other book on the market gives new parents such vital information in one place.

These strategies are the very ones that allowed Painter to leave her corporate sales position to be home with her three children. “My hope is this resource will help parents everywhere achieve the dreams they have for their family just as it has for my family. I really believe God has asked me to write this book. I don’t know why yet but I really believe He has had me put it together to help parents make the best decisions they can for their family,” says Painter.

“*I Wish I Had Known That!*” *World’s Greatest Money & Time Saving Baby Secrets Revealed!* retails for \$19.95 and is available online at www.baby-savings.com or by calling INK Books at 864-962-6864.

INK Books Corporate Info

I Now Know Books (INK Books) provides unique, upscale baby products to expectant and new parents and premiere healthcare providers and companies who service these parents. Its main offices are in Greenville, SC.

Nicole Painter established INK Books to bring to market a baby book that greatly reduces expectant and new parents' anxiety by teaching them easy money and time saving techniques on how to best provide for their new addition within their budget. To learn more about INK Books, please visit www.baby-savings.com.

About the Author

Nicole Painter earned her B.S. degree in Entrepreneurial Management and Marketing from USC. She has worked for premier customer-service leaders such as Walt Disney World, Marriott Corporation, Wal-Mart and IKON in customer service and sales leadership positions for over a decade.

After fifteen years in the corporate world, she dreamed of pursuing an entrepreneurial career to enjoy a more enriched family life with her husband, Michael, and their three children. INK Books made her dream a reality that allows her to help new parents throughout the country.

About the Book

TITLE: *"I Wish I Had Known That!" World's Greatest Money and Time Saving Baby Secrets Revealed!*

PUBLISHING DETAILS: INK Books, © October 2003, approx. 325 pp, \$24.95

CONTACT: Please direct all inquiries or requests for evaluation information to:

Nicole Painter, Author 864-962-6864 or info@baby-savings.com or view her online media kit at www.baby-savings.com/Contact_Us.htm.

-###-

Page 2 of 2



I Now Know Books

201B West Butler Road #1106; Mauldin, SC 29662 • 864.962.6864 www.baby-savings.com